

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Spotlight

ON FOREIGN MARKETING

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

JUL 19 1964
CURRENT SERIAL RECORDS



TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

Volume VII, No. 6

July, 1964



Japanese sampling U.S. fruit dishes at the Tokyo Trade Center Fruit Show.

TRADE CENTER SHOW INSPIRES JAPANESE PROMOTIONAL EFFORT

Among the visitors at the March 18-28, Tokyo Trade Center Fruit Show, were officials of a Japanese department store. They liked what they saw and decided to stage a show of their own to promote the sale of U. S. fruits.

Like the show at the Trade Center, it too was a success. About 50,000 people a day came to view the store exhibit. Over 300 different U. S. fresh and processed fruits were exhibited and sold.

Fresh grapefruit, a product which few of the Japanese had ever seen or tasted before, proved to be one of the major attractions. Raisins led the way

in dried fruits, accounting for 70 percent of total dried fruit sales.

The store promotion was backed by extensive advertising, quiz-contests, and sales gimmicks to draw people to the exhibit.

The Trade Center assisted in arranging the show and supplied the store with display materials used in its fruit exhibit of the previous month. Nine of the 12 U. S. commercial exhibitors in the Trade Center show took part in the store promotion.

HIGH AGRICULTURAL EXPORTS

Ray Ioanes, Administrator, FAS, cited the accomplishments of market development in recent testimony before a Subcommittee of the Committee on Appropriations of the House of Representatives. Among other things, Ray said:

"During this fiscal year that ends June 30, our total exports of food and fiber will amount to about \$6 billion. This will be 15 to 20 percent greater than any previous year. About \$4.2 billion of our agricultural exports will be made for dollars, a gain of \$600 million over any previous fiscal year - and a new record by a wide margin...

(Continued next page)

(Continued from page 1)

"I believe it is no coincidence that since fiscal year 1956, when our market development programs first began to have a major impact, through fiscal year 1963, our export sales of farm products for dollars have increased by more than \$1.4 billion. During these same years, I might note, our exports under Public Law 480 programs have increased by about \$170 million. In other words, dollar sales have gone up \$8 for every \$1 increase under Public Law 480. . .

"Market development has become a major tool in our export effort. During the past 10 years, it has grown from infancy to a program which now has 44 U. S. trade associations working actively with the Department of Agriculture in 67 countries and sharing in the costs. Our 44 U. S. trade cooperators in turn have 218 foreign trade cooperators who also share in the costs.

"This is a growing program. It is a good program. It is still new enough that we and our cooperators are learning every day how to improve our approaches and our techniques. We do not have all the answers to market development and without doubt there are areas where different approaches will yield better results. We are trying to be openminded and flexible, and to improve our operations. . ."

WORLD TRADE FAIR SHIP

Early next year a ship named the S. S. Trade Fair is scheduled to begin a world-wide tour of foreign markets. Privately sponsored, the ship will act as a floating business center for dis-

playing American products to buyers in 40 or more countries.

The 5th deck, where the public will enter the ship, has been reserved for agricultural products. The upper deck will have conference rooms, and banquet and reception facilities. The other decks have been reserved for consumer goods, chemicals, and industrial equipment.

The exhibits will be oriented to the trade, and attendance will be by invitation only. One day in each of the scheduled 52 ports may be reserved for consumer visits.

The countries to be visited include Iceland, Norway, Finland, Sweden, Denmark, Scotland, England, Ireland, France, Belgium, Germany, the Netherlands, Portugal, Morocco, Spain, Italy, Libya, Turkey, Greece, Saudi Arabia, Kuwait, Iraq, Pakistan, India, Malaysia, Hong Kong, Taiwan, Korea, Japan, Philippines, Australia, Madagascar, South Africa, Argentina, Uruguay, Brazil, Venezuela, Colombia, Panama, and Mexico.

The Department of Commerce is planning to have a library and information center on the ship. The Department of Agriculture is considering a similar sized space for agricultural use. Most of the exhibit space will be contracted by individual U. S. firms and trade groups.

Cooperators wishing information on rentals and plans for the S. S. Trade Fair, should write to Trade Fair Ship, Inc., 46 South Street, New York 5, New York.

Trade Fair Ship, Inc. is one of several privately operated U. S. mobile trade fair projects. Others include: Delta Steamship Lines, Inc., New Orleans; Mobile Trade Fairs, Inc., New York, N.Y. and Global Presentations, Inc., Jamaica, N.Y.

WORDS MEAN DIFFERENT THINGS

The importance of words in market development is illustrated by the experience of Fred Schneider, newly appointed Director, Wheat Associates, Pakistan.

He writes: "For the sake of uniformity, I instructed the staff that we no longer spell Bulgur a half dozen different ways. In the future, I said, we will spell it Bulgur. However, we decided to spell it Bulgor after my assistant in Dacca told me that if the word is spelled Bulgur it sounds like a Bengali slang word for the part of a bull where his tail hooks on."

Similar language difficulties have been experienced by Great Plains Wheat in Latin America. In Spanish, Bulgur sounds like the English word vulgar. Great Plains thus had to coin and register a new name for Bulgur for use in the Spanish-speaking countries. The name selected was Trigor, adapted from Trigo, the Spanish word for wheat. Some consideration was given to using the name Trigor in the U. S., but here it might be pronounced trigger like the horse of Roy Rogers.

ARTICLES OF INTEREST

Printers' Ink magazine, February 21, 1964, has the following articles pertaining to market development:

"Where biggest potentials for export marketing lie"

"Europe's standard package dimensions seen closing market to some U.S. products"

"Key to Asia: respect for difference"



John M. Schooley, who has been employed by the Northwest Horticultural Council and assigned to London as the Pacific Coast Fresh Deciduous Fruit Industry Representative. He was previously Assistant Manager, Perham Fruit Corporation, Yakima, Washington.

FAR EAST FILM OPPORTUNITIES

Sid Schwartz, Assistant Chief, USDA Motion Picture Service, has just returned from a survey of market development film distribution opportunities for cooperators in the Far East. Here are some of his findings:

Distribution prospects are brightest in Japan, but some opportunities exist in the Philippines and Thailand, and to a limited degree in Hong Kong, Pakistan, and India.

The audio visual services in Japan are interested in market development films, and these provide good coverage of the school prefectures, educational and commercial television outlets. (Television is now a major force in Japan with about 800 TV stations for its 92 million people.) The film producers, sound studios and laboratories

(Continued next page)

(Continued from page 3)

are highly developed, and equipped to make language versions and prints of existing films, and to produce new market development films.

Opportunities exist in the mobile exhibition units of the Philippines and Thailand. Originally created by USIS, these are now being run by the local governments and advertising companies. The mobile theaters exhibit educational and advertising shorts along with entertainment films rented from theater exchanges.

Sid is preparing a report of his findings, and this will be made available to SPOTLIGHT readers on a request basis.

Numbers are supposed to have the same meaning to all people, but even these can be misinterpreted. FAS recently received a letter from overseas that gave a new interpretation to our U. S. Zip Code. The letter was addressed "P. O. Box 20250."



HERE and THERE

The LEFA International Fair, Hamburg, August 14-23, will have several U.S. agriculture features. Beef will be one of the exhibition highlights. A one day meat marketing seminar, including a meat cutting demonstration of U. S. and foreign cuts, is planned for the German trade. There will be exhibits, sampling, and sales of meats, poultry, dairy products, rice, soybean products, honey, and fruits. The movie, "Bounty Without Boundaries" will be shown, and there will be a display on American Indians and the foods they introduced to American and European diets.

A milk and ice cream bar for the Olympic athletes in Tokyo will be a joint market development project of American Dairy Association, Dairy Society International, Japan Milk Association, Inc. and FAS. Regular whole milk, ice cream, and several flavored milks will be served to the athletes during the October 9-24 Olympic Games and the 23-day training period preceding the opening of the Games. World publicity coverage for dairy foods is anticipated as a result of this cooperative venture.

The International Fall Fair, Vienna, Austria, September 13-20, will have a U. S. agricultural exhibit. Poultry, rice, soybean products, citrus, and processed foods, including gourmet and speciality types, will be among the featured agricultural items. Austria is an expanding market for agricultural products, and the U. S. is now supplying about 10 percent of Austria's annual agricultural imports.

The experiences of the U. K. and France in market development were discussed at a recent FAS/Washington liaison meeting. Ronald Arculus, First Secretary, British Embassy, spoke for the U. K., and Jean-Paul Jacquot, Director, Economics, and Robet de Wilde, Agricultural Attache, French Embassy, spoke for France. Both countries have problems similar to the U. S. in developing and evaluating market opportunities and in making the results known to businessmen.

European beef buyers are coming to the U. S. to check on the supply situation and purchase conditions for U. S. beef. Buying missions from France and Italy, arrived in June, and other missions are expected later. A U. S. beef exhibit was held in London June 16-17. Other overseas promotions are planned. The activities are all part of a recent market development agreement with the American Meat Institute to expand sales of U. S. beef in Europe.

Two market development films, "Bounty Without Boundaries" (the theme movie at the U. S. Agriculture Exhibition in Amsterdam) and "Great Plains Wheat", were honored by being selected for showings at the Third International Agricultural Film Festival held in Berlin in January this year. The competition brought together films and film makers from more than 40 countries.

Cotton billboards are a new part of expanded consumer advertising by the Belgian Cotton Institute, one of the Cotton Council International 3rd party cooperators. Five designs are being alternated at 125 locations in Belgium. Additional poster space is being provided by members of the Institute. Spinners and weavers with outside walls facing roads with heavy traffic are using the space for the cotton billboards, thus saving rental costs.

"My weekly Reader, WORLD PARADE", a monthly publication on current events issued to millions of elementary school children in the U.S., has a front page feature on the market development program entitled, "Farm Groups Look for Customers". The article has illustrations of the Kitchen Bus Program in Japan, and tells of the programs for soybeans, wheat, poultry, and other U. S. agricultural products.

The Luxembourg International Fair, May 28-June 7, had a large U. S. agriculture exhibit with participation by the Soybean Council, U. S. Rice, Florida Citrus Commission, the poultry industry's International Trade Development Board, Great Plains Wheat, Feed Grains Council, and Dairy Society International. The Fair visitors were served samples of a wide variety of U. S. foods. Also of interest was a display on American Indians and the foods they introduced to American and European diets.

The Soybean Council has signed an agreement with the Ecuadorian Fats and Oils Producers Association to conduct a consumer promotion campaign to increase the per capita consumption of edible fats and oils. Similar programs are anticipated in Colombia and Peru. The programs will be directed by Carlos Giraldo, Country Director for the Soybean Council in Bogota.

One of the newer cooperators, the National Cannery Association, is studying the problems and opportunities in developing larger overseas markets for canned foods. Leonard Lobred, Director, NCA Division of International Trade, and Frank Elliot, Director, NCA Overseas Department, are now in Europe holding introductory meetings with government and trade contacts, and discussing overseas trade barriers applicable to U. S. canned foods.

The California-Arizona Citrus League has produced an attractive 4-color 28 page booklet, with text in German, French, and English, emphasizing the quality of California-Arizona citrus fruits, for distribution to fruit traders in Western Europe. The art work and text were developed from advertisements of the League in three issues of the International Fruit World for 1963.

The Feed Grains Council will be holding a world staff conference and annual membership meeting at the Madison Hotel, Washington, D. C., August 4. Country situation reports will be given by Romano Graziani, Italy; Norman Comden, U.K.; Fred Boon, Belgium; Bill Hattori, Japan; Carlos Van Cotthem, Colombia; Themis Lykiardopulo, Greece; Egon Schoel, Germany; and Jose Rivera, Spain.

James Hutchinson, Regional General Director, Wheat Associates, writes of a slight problem in Okinawa. A kitchen demonstration bus is under construction, but the nutritionist - demonstrator is too tall to stand upright in the bus without bumping her head. By Asian standards, she's an amazingly tall 5'6". Regulations prevent raising the ceiling so designers have had to come up with a new, lower slung bus chassis.
